

# **Exhibit 1**



**CONFIDENTIAL**

NASCAR

Sponsors Report®

2008 NASCAR Nationwide Series  
Volume 22, No. 1

Published by Joyce Julius and Associates, Inc.  
[www.joycejulius.com](http://www.joycejulius.com)  
Series Coordinator: Ben J. Hanneman

## Camping World 300 Presented by Chevrolet

Venue:	Daytona International Speedway
City/State:	Daytona Beach, FL
Date:	February 16, 2008
Attendance:	105,000 (Estimated)
Winner:	Tony Stewart
Network:	ESPN2 - Live (2.5 Hours)
CP:30:	ESPN2 - \$42,000 (Combined, 2 Shows)
2 Air Dates:	2/16 (1:30 PM EST), 2/17 (2:30 AM)

REDACTED

### Top 25 AS&E Sponsors

Exp. Time	Spons. Mnt.	CP:30 Value
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### Top 25 Team Sponsors

Exp. Time	Spons. Mnt.	CP:30 Value
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REDACTED

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## Top AS&E Sponsors

Exp. Time      CP:30 Value

## Top Team Sponsors

Exp. Time      CP:30 Value

REDACTED

### Methodology: In-Broadcast Exposure

All clear, in-focus exposure time observed during the in-broadcast portions of the telecast(s) is monitored and tabulated. In addition, each verbal mention of a brand is counted and valued at :10, based on proprietary Joyce Julius and Associates historic research. When two or more of the same sponsor's identities appear on screen simultaneously, only the dominant source is counted to prevent duplication of exposure. To attribute a dollar value for each sponsor's exposure, on-screen time and verbal mentions are compared to the network's cost per :30 commercial rate (combined \$42,000 for this Report). Values may vary \$100 per source due to rounding.

Please note, ONLY the top five exposure sources are listed with each sponsor in this report. Complete source detailing is available by contacting a Joyce Julius sales representative.

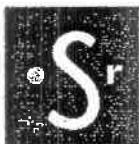
### Joyce Julius and Associates, Inc.

525 Avis Drive, Suite 3, Ann Arbor, MI 48108  
Phone: (734) 971-1900, Fax: (734) 971-2059  
[www.joycejulius.com](http://www.joycejulius.com)

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2008 NASCAR Nationwide Series  
Volume 22, No. 16

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Series Coordinator: Ben J. Hanneman

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## Meijer 300 Presented by Oreo

Venue:	Kentucky Speedway
City/State:	Sparta, KY
Date:	June 14, 2008
Attendance:	73,195 (Estimated)
Winner:	Joey Logano
Network:	ESPN2 - Live (3 Hours)/ESPN2 - TD
CP:30:	ESPN2 - \$42,000 (Combined)
2 Airings:	ESPN2 - 6/14 (8:30 PM EDT, 1:30 AM)

REDACTED

## Top 25 AS&E Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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## Top 25 Team Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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REDACTED

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## Top AS&E Sponsors

Exp. Time CP:30 Value

## Top Team Sponsors

Exp. Time CP:30 Value

REDACTED

### Methodology: In-Broadcast Exposure

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## Sponsors Report®

2009 NASCAR Nationwide Series  
Volume 23, No. 10

Published by Joyce Julius and Associates, Inc.  
[www.joycejulius.com](http://www.joycejulius.com)  
Series Coordinator: Ben J. Hanneman

## Diamond Hill Plywood 200

Venue:	Darlington Raceway
City/State:	Darlington, SC
Date:	May 8, 2009
Attendance:	25,000 (Estimated)
Winner:	Matt Kenseth
Networks:	ESPN2 - Live (2.5 Hours)/ ESPN2 - TD (2 Hours)
CP:30:	ESPN2 - \$42,000 (Combined, 2 Shows)
Air Dates:	May 8 (7:30 PM EDT), May 9 (3:30 AM)

REDACTED

## Top 25 AS&E Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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## Top 25 Team Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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REDACTED

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## Top AS&E Sponsors

Exp. Time CP:30 Value

## Top Team Sponsors

Exp. Time CP:30 Value

REDACTED

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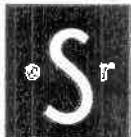
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Series Coordinator: Ben J. Hanneman

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## Diamond Hill Plywood 200

Venue:	Darlington Raceway
City/State:	Darlington, SC
Date:	May 8, 2009
Attendance:	25,000 (Estimated)
Winner:	Matt Kenseth
Networks:	ESPN2 - Live (2.5 Hours)/ ESPN2 - TD (2 Hours)
CP:30:	ESPN2 - \$42,000 (Combined, 2 Shows)
Air Dates:	May 8 (7:30 PM EDT), May 9 (3:30 AM)

REDACTED

## Top 25 AS&E Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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## Top 25 Team Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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REDACTED

**Top AS&E Sponsors**

Exp. Time      CP:30 Value

**Top Team Sponsors**

Exp. Time      CP:30 Value

REDACTED

**Methodology: In-Broadcast Exposure**

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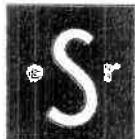
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Series Coordinator: Ben J. Hanneman

## CARQUEST Auto Parts 300

Venue:	Lowe's Motor Speedway
City/State:	Concord, NC
Date:	May 23, 2009
Attendance:	62,000 (Estimated)
Winner:	Mike Bliss
Networks:	ESPN2 - Live (3.5 Hours)/ ESPN2 - TD (2 Hours)
CP:30:	ESPN2 - \$42,000 (Combined, 2 Shows)
Air Dates:	May 23 (7:30 PM EDT), May 24 (3 AM)

REDACTED

## Top 25 AS&E Sponsors

Exp. Time	Spons. Ment.	CP:30 Value
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## Top 25 Team Sponsors

Exp. Time	Spons. Ment.	CP:30 Value
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REDACTED

**CONFIDENTIAL**

## Top AS&E Sponsors

Exp. Time      CP:30 Value

## Top Team Sponsors

Exp. Time      CP:30 Value

REDACTED

### Methodology: In-Broadcast Exposure

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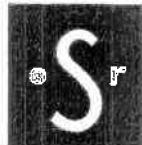
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Series Coordinator: Ben J. Hanneman

## Heluva Good! 200

Venue:	Dover International Speedway
City/State:	Dover, DE
Date:	May 30, 2009
Attendance:	35,000 (Estimated)
Winner:	Brad Keselowski
Networks:	ABC - Live (2.5 Hours)/ ESPN2 - TD (2 Hours)
CP:30:	ABC/ESPN2 - \$75,000 (Comb., 2 Shows)
Air Dates:	May 30 (2:30 PM EDT), May 31 (2 AM)

REDACTED

## Top 25 AS&E Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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## Top 25 Team Sponsors

Exp. Time	Spon. Ment.	CP:30 Value
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REDACTED

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## Top AS&E Sponsors

Exp. Time      CP.30 Value

## Top Team Sponsors

Exp. Time      CP.30 Value

REDACTED

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